



Tourism
Vancouver
Island

islandMOMENTS

Vancouver Island's E-Newsletter

Space Deadline: See deadlines below

Ad Submission Deadline: see deadlines below



Vancouver Island's very own E-Newsletter is entering its 4th year of circulation!

islandMOMENTS is a **bi-monthly** E-newsletter directly targeting consumers who WANT to receive information about Vancouver Island, Victoria and the Gulf Islands. Catering to everyone from thrill seekers to spa lovers and culinary enthusiasts to artists and everyone in between, each issue of

islandMOMENTS will include three professionally written articles on Vancouver Island including one *FEATURE* article.

“ Island Moments is by far the best bang for your buck that Tourism Vancouver Island offers its stakeholders. It's measurable, targeted, relatively inexpensive, and TVI is constantly working to make it even better. Way to go, Team TVI! ”

- Blain Sepos, Executive Director
Oceanside Tourism Association



Delivered to over **13,600** subscribers in **47** different countries eager to receive Vancouver Island information



86% of subscribers are from our target markets: Canada (62%); US (18%); UK (6%)

Each issue will focus on a unique regional pastime and will feature a spotlight article on a different Vancouver Island community. PLUS calculations are IN! In 2009, each issue of islandMOMENTS generated an average of **350** click-throughs to sponsor sites per issue.

Lock your spot today for as little as

\$157.50 per issue!

| Issue | Sales Close | Materials Due |
|-------------------|--------------------|---------------|
| May-June | April 9 | April 16 |
| July-August | June 11 | June 17 |
| September-October | August 13 | August 18 |
| November-December | October 15 | October 18 |
| January-February | December 10 | December 17 |
| March-April | February 11 | February 15 |

[Click here for the latest issue of islandMOMENTS](#)

For more information, contact:

Vicky Campbell, Tourism Vancouver Island
Phone (250) 740-1216 | **Fax** (250) 754-3599
Email Vicky@tourismvi.ca

Submit Ad Materials to:

Shannon Russell, Tourism Vancouver Island
Phone (250) 740-1222 | **Fax** (250) 754-3599
Email Shannon@tourismvi.ca



Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____ Email: _____

Frequency:

1 Issue (\$225/issue)

6 Consecutive Issues (\$157.50/issue)

Start Month: _____

Program Cost (monthly rate): \$ _____

Add 5% GST (GST# 121700611) \$ _____

Total Cost \$ _____

*As of July 1st HST (12%) will apply

Checklist

Sign and fax your **contract** to Tourism Vancouver Island (250) 754-3599

Logo: colour, physical size of 1"sq. saved at 72 dpi in TIFF or BMP format OR at 60KB in .jpg set to high quality when saving

Photo: colour photo with a physical size of approx. 3"sq. saved at 72 dpi in TIFF or BMP format OR at 100KB in .jpg set to high quality when saving

Text: a 15 word description

If this is your first Tourism Vancouver Island campaign, fax your completed **Stakeholder Category Criteria** form with your contract to (250) 754-3599



Submit to:
Shannon Russell
Shannon@tourismvi.ca
(250) 740-1222

Payment Information

Payment Method: Cheque Master Card Visa Invoice

Cardholder Name: _____

Card Account Number: _____ Expiry Date: _____

Authorized Cardholder Signature: _____

Please make Cheque payable to Tourism Vancouver Island | Interest shall be charged at a rate of 2% per month on all overdue accounts.

Agreement

I have read the attached Stakeholder Category Criteria Form and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island. (Please include the Stakeholder Category Criteria form with your contract)

I re-affirm that I am in compliance with the eligibility criteria which I have previously confirmed. (refer to previously completed Stakeholder Category Criteria form)

Signed by: _____

Title: _____ Print Name: _____

Phone #: _____ Date: _____



Stakeholder Category Criteria **Please initial appropriate criteria

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Accommodation, Hostels and Campgrounds _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ The Stakeholder must be a minimum of one of the following (please indicate): <ul style="list-style-type: none"> <input type="checkbox"/> Tourism BC Approved Accommodation <input type="checkbox"/> AAA rated/approved <input type="checkbox"/> Canada Select rated/approved |
| Lodges & Vacation Home Rentals _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability) |
| Associations & Transportation _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Incorporated under the Societies Act or Boards of Trade Act |
| House Boats _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ Coast Guard certified |
| Real Estate _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Either/or: <ol style="list-style-type: none"> 1. Member of the local Real Estate Board 2. BC licensed realtor |
| Adventure, Ski, Golf, Attractions, Arts & Culture, Spa & Wellness, Agriculture & Winery, Food & Beverage, Meeting Facilities Rentals, & Gardens _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability) |
| Tour Operators (In and out of province) _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Tour operator registration |
| Parks _____Initial | <ul style="list-style-type: none"> ▪ Must be either: <ol style="list-style-type: none"> 1. Municipal 2. Regional 3. Provincial 4. Federal |
| Dive _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Canadian Transport certified vessel (if applicable), and either/or <ol style="list-style-type: none"> 1. Affiliation and registration as a Dive Centre with an Internationally recognized Scuba Training Agency. |
| Education _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ BC Public Education |
| Learning/Enrichment _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Business license or Society registration |
| Events & Retail/Service _____Initial | <ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Applicable insurance |

I have read the Stakeholder Criteria form above and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island

Print Name _____ Signature _____